

Exploring bonds

Sachin Pilgoankar introduces daughter to films, ties up with UFO Moviez for a unique contest

By **Namita Nivas**

In his 50th year in the film industry, Sachin Pilgoankar is set to launch his only daughter Shriya Pilgoankar as an actress. He recently introduced her to the media as the heroine of his directorial Marathi film *Ekulti Ek* (the one and only) produced by his banner, Sushriya Chitra. On this occasion, he took the opportunity to announce a unique contest that has been powered by UFO Moviez Ltd, the co-producers of this film. Since the film is based on the father-daughter relationship, for the contest, a team of father-daughter can participate in this promotional campaign which will be shown in UFO digital cinemas across Maharashtra. For this, the daughters have to share their real life stories about what they have done for their fathers and send it to ekultiek@ufomoviez.com or post it on <http://www.facebook.com/ekultiek>. The contest is to be held in six places like Mumbai, Pune, Nashik, Aurangabad, Kolhapur and Nagpur and the winning pair will be invited to feature in the film's promotions as well as trailers. They will also be invited to participate in a virtual interactive premiere of *Ekulti Ek* in select UFO theatres.

"Every parent likes to click the pictures of their child and preserve them in photo albums, computers and phones. I, too, did the same when Shriya was growing up. One day, I decided to do something different for her. Being a film-maker, I thought of making a film and that's



Film-maker Sachin Pilgoankar, daughter Shriya Pilgoankar and Ashish Malushte of UFO Moviez

how the idea took shape," said Sachin who was also instrumental in introducing Supriya Sabnis in *Navri Miley Navryala*. Supriya never had any inkling about films and film-making when she joined films but she learnt while working, says Sachin who later married her. "Shriya too will learn like her mother did," assured Sachin while Shriya said, "My father's immeasurable experience and my rawness will find a beautiful balance with this film. I have a huge responsibility on my shoulders and I have to give my best. I wanted to be a film-maker and was never inclined to be an actor but when the acting offer came to be, I could not resist it."

Sachin, who is not only producing and directing the film, will also be acting along with daughter Shriya in the film. The shooting of the film began in March and is progressing at full speed. It also stars Ashok Saraf, Kishori Shahane and newcomer Siddharth Menon.

Ashish Malushte, CFO, UFO Moviez who was present on the occasion said that UFO Moviez is thrilled to be associated with Sushriya Chitra's *Ekulti Ek*.

"I shall dedicate *Ekulti Ek* to my daughter. I am making this film for her and for the audience who has always supported me," concluded Sachin.